NAMES\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ BUSINESS \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**RUBRIC – BUSINESS PROJECT**

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| **Criterion** | **4. Superior—**  ***Above expectations*** | **3. Proficient—**  ***Meets expectations*** | **2. Apprentice—*Emerging understanding and skills*** | **1. Novice—**  ***Does not meet teacher expectations*** |
| **BUSINESS IDEA** | Created an original idea for a business  Idea has a realistic chance of profitability | Developed an idea that is potentially successful, if not completely original | Developed an idea with some chance of success; or one that simply copies an existing business | Your idea is unrealistic, not very well thought-out, or has very little chance of success |
| **COMPETITITVE EDGE** | Developed 3 strong, specific ideas on how to top the competition  Ideas are workable and creative | Developed 3 good, specific ideas on how to top your competition  Ideas are workable | Ideas somewhat target weaknesses in the competition, but are not particularly creative or likely to succeed  Less than 3 strong ideas | Ideas are non-specific and/or simple-minded, such as “lower prices” , “better quality”, or “more selection” |
| **REACHING YOUR CUSTOMERS** | Have tailored your marketing to your identified, targeted potential customers  Created a marketing and advertising strategy with specific and creative ideas that is potentially successful | Creative marketing strategy, but does not target your potential customers; or is prohibit ably expensive  Marketing and advertising ideas are specific and clear | Marketing ideas not particularly original and/or likely to have the desired effect  Lacking specific/clear details to explain your strategy | Simply named a type of advertising without giving any insight or details on how you plan to use it |
| **ENTREPRENEURSHIP** | Strong job making a case for your ideas  Demonstrated the ability to handle running your own business | Make a case to “sell” your idea  Demonstrated some potential to be capable of running a business | Attempted to make a case for your idea  Showed some ability to become an entrepreneur | Did not really try to “sell” your idea  Did not make a case that your idea deserves a loan |
| **DESIGN** | Your presentation is exciting and dynamic, attracting attention  Great use of pictures and colors to illustrate your ideas | Your presentation is interesting and attracts attention  Used good pictures and color to illustrate your idea | Presentation includes most the relevant information from your business plan  Used pictures to illustrate your ideas | Does not adequately explain your ideas for a new business plan  Poor/no use of pictures and/or visuals to illustrate your ideas |

**Grading Scale: A = 20-18 B = 17-12 C = 11-10 D = 9-8 E = below 7**

**COMMENTS:**